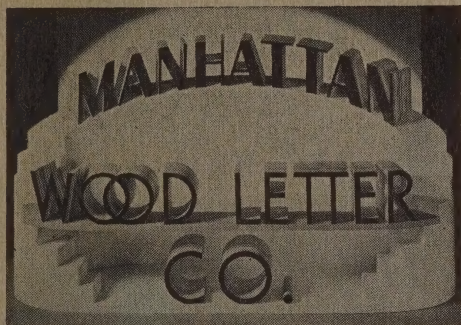


92 12-
4184 ADN
CATALOGUE "E"



151 WEST 18th STREET, NEW YORK

Telephone CHelsea 3-8363-4

Manufacturers of

RAISED WOOD LETTERS

DISPLAY LETTERS

PLYWOOD LETTERS

PRESWOOD LETTERS

DISPLAY BACKGROUND

BEAVER BOARD LETTERS

PRESWOOD and WOOD

SIGN BACKGROUNDS

AVERY LIBRARY
COLUMBIA UNIVERSITY

EST.

1932

WANNATHAN **WOOD LETTER**
The most reliable house of
WOOD LETTERS

SIGN BOARDS • CUT - OUTS

DISPLAY LETTERS • PLYWOOD LETTERS

BEAVER BOARD LETTERS • WOOD CARVING

WOOD RAISED LETTERS

ALL SIZES ALSO VARIOUS CUT-OUTS

REAL ESTATE

LESTER P. McARDLE, INC.

CONTRACTORS

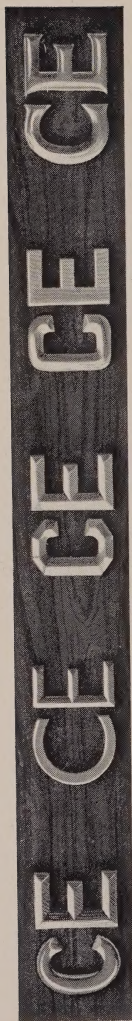
BUILDERS



HENRY'S FOOD CENTRE INC.

GOODHOST TAVERN

A few of the modern signs that attract the public attention, manufactured by us



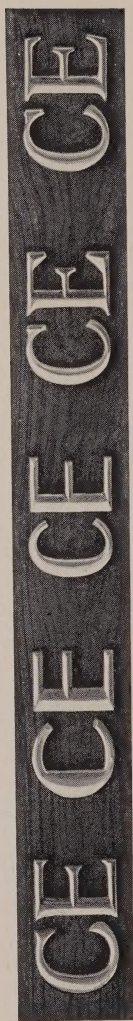
SPUR EGYPT

GOTHIC

H. BLOCK

KABEL

PL. EGYPT.



FRENCH ROMAN

ROMAN

PL. T. & T.

BROADWAY

MODERN



RUSTIC

OLD ENG.

SCRIPT

ARCHITECTURAL

SQ. BLOCK

FULL BLOCK

AERS AERS AERS AERS AERS

1 2 3 4 5

AERS AERS AERS AERS AERS

6 7 8 9 10

AERS AERS AERS AERS AERS

11 12 13 14 15

The Script  E AERS AERS AERS

16 17 18 19 20

When ordering, use number or name as illustrated

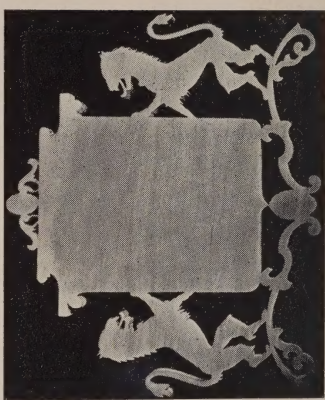
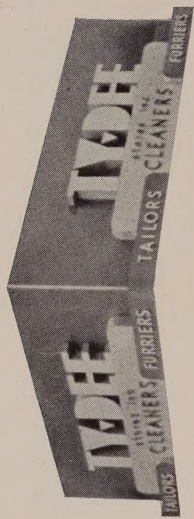


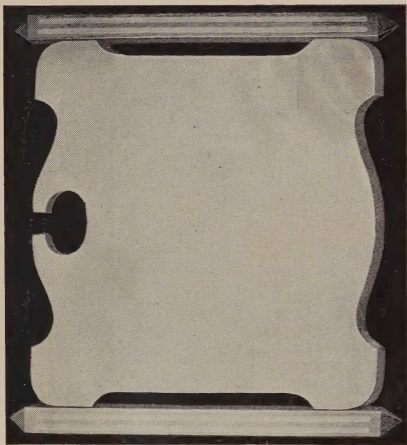
CHANGEABLE LETTERS

**with tales on bottom
to fit in groove block**

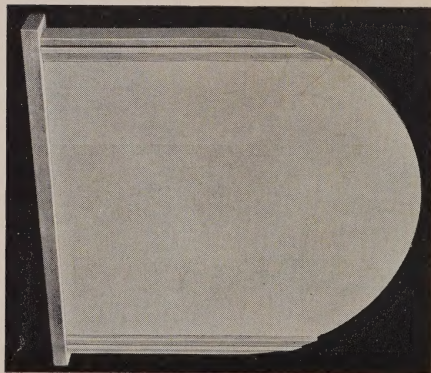
$\frac{1}{2}$ " or $\frac{3}{4}$ " thick
Plain Sawed

5"36
6"40





No. 50 Swing Sign
 24" x 30" \$7.00



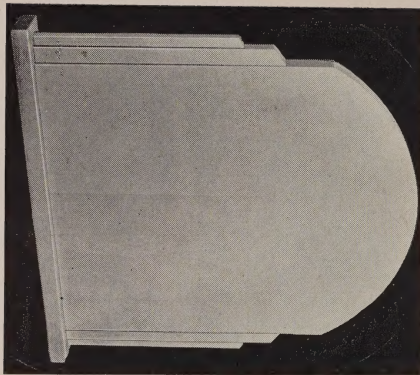
No. 51 Swing Sign

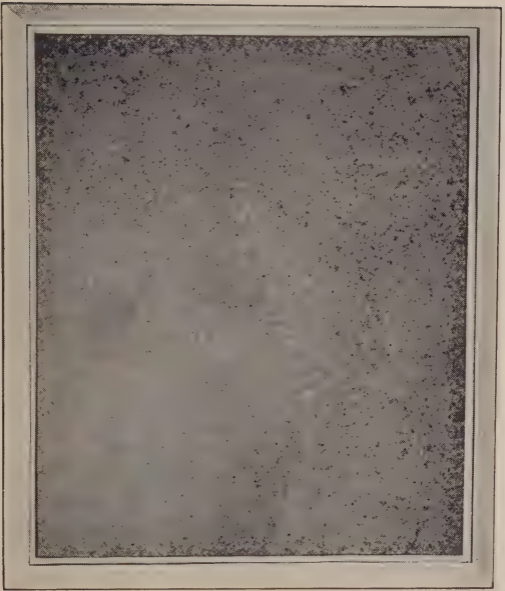
18" x 18"\$3.50



No. 52 Swing Sign

18" x 18"\$3.50





No. 53—Beveled Edge Sign



Sidewalk Sign
28" x 54" \$18.00

TO THE SIGN TRADE

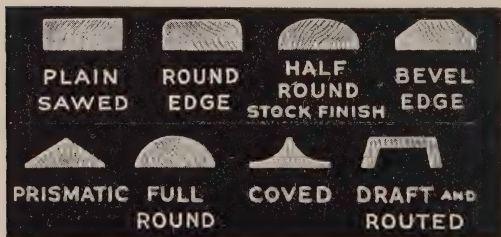
Our wood letters are made of the best selected Idaho White Pine. See that letters are well painted front and back.

When ordering without a detailed sketch send a rough sketch of the style, give size of the outside sign or space letters are to occupy. Give style of finishes as you see below in cross section.

In layouts we are always ready and willing to help you with your problems.

Our prices, quality and prompt delivery should increase the demand for RAISED WOOD LETTER SIGNS.

The Code under which we operate, calls for C. O. D. and F. O. B. New York. Shipping: all goods shipped by American Express or parcel post, unless ordered otherwise.



PLAIN EGYPTIAN, KABEL, HALF BLOCK GOTHIC, Nos. 1-2-3-4-5

See page 4—5

$\frac{1}{2}$ " or $\frac{3}{4}$ " thick Plain Sawed		$\frac{1}{2}$ " or $\frac{3}{4}$ " thick Round or Beveled Edge	
5".....	.28	5".....	.52
6".....	.32	6".....	.62
7".....	.38	7".....	.74
8".....	.42	8".....	.84
9".....	.48	9".....	.94
10".....	.52	10".....	1.04
12".....	.70	12".....	1.32
14".....	.98	14".....	1.72
15".....	1.12	15".....	1.92
16".....	1.32	16".....	2.24
18".....	1.74	18".....	2.80
20".....	2.24	20".....	3.42
22".....	2.80	22".....	4.12
24".....	3.28	24".....	4.90

Prismatic finish 6c per upright inch extra above round.

Full round 4c per upright inch extra.

Letters from $1\frac{1}{4}$ " lumber 4c per upright inch extra.

SPURRED EGYPTIAN LETTERS, No. 6

See page 4—5

$\frac{1}{2}$ " or $\frac{3}{4}$ " thick Plain Sawed		$\frac{1}{2}$ " or $\frac{3}{4}$ " thick Round or Beveled Edge	
5".....	.34	5".....	.62
6".....	.42	6".....	.74
7".....	.48	7".....	.88
8".....	.56	8".....	.98
9".....	.62	9".....	1.12
10".....	.70	10".....	1.22
12".....	.90	12".....	1.54
14".....	1.22	14".....	1.96
15".....	1.40	15".....	2.24
16".....	1.60	16".....	2.52
18".....	2.10	18".....	3.14
20".....	2.66	20".....	3.74
22".....	2.80	22".....	4.62
24".....	3.94	24".....	5.46

Write for prices on larger letters, stating height, width and thickness desired or send us scale drawing of sign or letters.

Prismatic finish 7c per upright inch extra above round.

Full round 4c per upright inch extra.

Letters from $1\frac{1}{4}$ " lumber 4c per upright inch extra.

MODERN, BROADWAY or THICK **and THIN, Nos. 7-8-9**

See page 4—5

$\frac{1}{2}$ " or $\frac{3}{4}$ " thick Plain Sawed		$\frac{1}{2}$ " or $\frac{3}{4}$ " thick Round or Beveled Edge	
5".....	.45	5".....	.70
6".....	.52	6".....	.84
7".....	.63	7".....	.98
8".....	.70	8".....	1.12
9".....	.80	9".....	1.26
10".....	.87	10".....	1.40
12".....	1.12	12".....	1.75
14".....	1.47	14".....	2.20
15".....	1.68	15".....	2.52
16".....	1.89	16".....	2.80
18".....	2.45	18".....	3.50
20".....	3.08	20".....	4.27
22".....	3.76	22".....	5.11
24".....	4.48	24".....	6.02

Prismatic finish 8c per upright inch extra above round.

Full round 4c per upright inch extra.

Letters from $1\frac{1}{4}$ " lumber 4c per upright inch extra.

ROMAN, FRENCH ROMAN BLOCK **ARCH., Nos. 10-11-12-13-14-15-18-19-20**

See page 4—5

$\frac{1}{2}$ " or $\frac{3}{4}$ " thick Plain Sawed		$\frac{1}{2}$ " or $\frac{3}{4}$ " thick Round or Beveled Edge	
5".....	.52	5".....	.87
6".....	.63	6".....	1.05
7".....	.73	7".....	1.22
8".....	.84	8".....	1.40
9".....	.94	9".....	1.57
10".....	1.05	10".....	1.75
12".....	1.33	12".....	2.17
14".....	1.71	14".....	2.69
15".....	1.96	15".....	3.01
16".....	2.24	16".....	3.36
18".....	2.80	18".....	4.06
20".....	3.50	20".....	4.90
22".....	4.20	22".....	5.88
24".....	5.04	24".....	7.00

Write for prices on larger letters, stating height, width and thickness desired or send us scale drawing of sign or letters.

Prismatic finish 8c per upright inch extra, above round.

Full round 4c per upright inch extra.

Letters from $1\frac{1}{4}$ " lumber 4c per upright inch extra.

UPPER and LOWER CASE SCRIPT and OLD ENGLISH FROM YOUR SKETCH

Nos. 16-17

See page 4—5

Prices below are from your own FULL SIZE PATTERNS. If we have to supply drawings there will be an ADDITIONAL CHARGE of 4c PER UPRIGHT INCH.

All letters under 5" charged for as a 5" letter;
or letters wider than height charged for by the
width.

ROUND OR BEVELED EDGE

$\frac{1}{2}$ " or $\frac{3}{4}$ " thick

5" to 12".....	@ .19 per in.
13" to 18".....	@ .24 per in.
19" to 24".....	@ .28 per in.
25" to 30".....	@ .35 per in.

PLAIN SAWED

5" to 12".....	@ .12 per in.
13" to 18".....	@ .14 per in.
19" to 24".....	@ .17 per in.
25" to 30".....	@ .21 per in.

FLOURISHES—7c per inch round—5c per inch plain sawed.

We charge nothing extra for working from our customers' own patterns. On special work deposit of one-half the amount must accompany the order.

PRICES ARE SUBJECT TO CHANGE
WITHOUT NOTICE

SMALL SIGN BOARDS

Banding or Bevel Edge with End Pieces

No. 1 grade Wood Boards for varnish finish clear straight grain made with $\frac{7}{8}$ " x $2\frac{1}{2}$ " flat Band, and battens screwed on or bevel edge at \$1.00 per square ft. Extra charge for inside mouldings and scrolls.

Presdwood Bevel Edge boards as illustrated on page 9, No. 53, \$1.00 square ft.

Presdwood boards made of $\frac{1}{4}$ " thick with band and moulding 80c per square ft.

Sizes	1 Side	2 Sides
12" x 12".....	\$1.00.....	\$1.20.....
12" x 18".....	1.50.....	2.00.....
12" x 24".....	2.00.....	2.40.....
12" x 30".....	2.60.....	3.00.....
12" x 36".....	3.00.....	3.60.....
12" x 42".....	3.60.....	4.20.....
12" x 48".....	4.00.....	4.80.....
18" x 18".....	2.40.....	2.80.....
18" x 24".....	3.00.....	3.60.....
18" x 30".....	3.80.....	4.60.....
18" x 36".....	4.60.....	5.40.....
18" x 42".....	5.40.....	6.20.....
18" x 48".....	6.00.....	7.20.....
24" x 24".....	4.00.....	4.80.....
24" x 30".....	5.00.....	6.00.....
24" x 36".....	6.00.....	7.20.....
24" x 42".....	7.00.....	8.40.....
24" x 48".....	8.00.....	9.60.....
30" x 30".....	6.40.....	7.60.....
30" x 36".....	7.60.....	9.00.....
30" x 42".....	8.80.....	10.40.....
30" x 48".....	10.00.....	12.00.....
36" x 36".....	9.00.....	10.80.....
36" x 42".....	10.60.....	12.60.....
36" x 48".....	12.00.....	14.40.....
42" x 42".....	12.40.....	14.80.....
42" x 48".....	14.00.....	16.80.....
48" x 48".....	16.00.....	19.20.....

Bevel edge boards, with frame on back charged as 2 side board.

Shields 18" x 18" with bevel \$2.50.

PLYWOOD and PRESWOOD LETTERS

All letters plain block, $\frac{1}{4}$ " thick.

4" to 6".....	.04 per inch
7" and up.....	.05 per inch

BEAVER BOARD LETTERS

PLAIN BLOCK

3/16" thick from 2" to 15".....	.03 per inch
from 16" up.....	.04 per inch
5/16 from 2" to 6".....	.04 per inch
from 7" up.....	.05 per inch

Consult us about special discounts for quantities.

Use our stock patterns from 3 to 24 inches.

Egyptian, Roman and Modern, in Regular, Extended and Condensed.

Extra charge for making out special text.

S E R V I C E

"HOUSE OF WOOD LETTERS"

**PRICES ARE SUBJECT TO CHANGE
WITHOUT NOTICE**



TAKE ADVANTAGE OF OUR BEST MADE MODERN RAISED WOOD LETTERS

When ordering letters, always give height of letters, style round or plain
sawed finish, length of the sign or space letters are to occupy

